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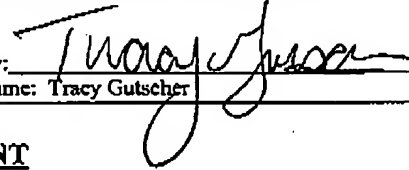
OCT 18 2006

10/084,258

PATENTIN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Kiran Venkatesh Hegde et al.	Examiner:	Kyle R. Stork
Application No.:	10/084,258	Group Art Unit:	2178
Filed:	February 25, 2002	Docket No.:	50023.09USII
Title:	METHOD AND SYSTEM FOR DELIVERING TECHNOLOGY AGNOSTIC RICH MEDIA CONTENT WITHIN AN EMAIL, BANNER AD, AND WEB PAGE		

CERTIFICATE UNDER 37 CFR 1.6(d): I hereby certify that this correspondence is being sent via facsimile to (571) 273-8300, Mail Stop Amendment, Commissioner for Patents, Attn: Examiner Kyle R. Stork, P.O. Box 1450, Alexandria, VA 22313-1450 on October 18, 2006.

By:   
Name: Tracy Gutscher

AMENDMENT

Mail Stop Amendment  
Commissioner for Patents  
Attn: Examiner Kyle R. Stork  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action of April 18, 2006, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.